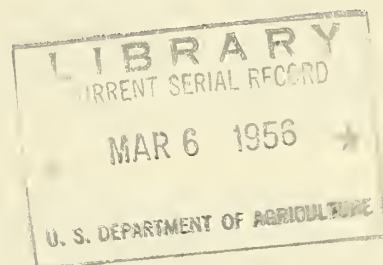


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Consumer Purchases of Selected FRUITS AND JUICES



in AUGUST

1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN AUGUST 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of fresh oranges, frozen concentrated orange juice, canned single-strength orange juice, and orange-grapefruit blended juice in August, on a fresh equivalent basis, totaled about 5.7 million boxes of fruit--about one-half million more boxes than in August 1954. This increase resulted from larger purchases of fresh oranges, canned single-strength orange and orange-grapefruit blended juices, and frozen concentrated orange juice. Frozen concentrated orange juice purchases continued to be larger than a year earlier, accounting for a major part of the half-million-box increase in purchases reported. Lower prices compared with August 1954 were reported paid by households for each of these products.

Householders reported larger purchases of both canned single-strength orangeade and frozen concentrate for orangeade than during August a year ago. Purchases of shelf-pack concentrate for orangeade, however, were substantially lower than a year earlier.

As a result of reduced buying of canned single-strength grapefruit juice, household purchases of fresh grapefruit and canned single-strength grapefruit and orange-grapefruit blended juices during August, on a fresh equivalent basis, were slightly lower than a year earlier. Fresh grapefruit purchases, although seasonally low, were slightly higher than during August 1954.

Prices reported paid by households for canned grapefruit juice were almost unchanged from a year earlier, while prices paid for fresh grapefruit averaged slightly lower than during August 1954.

Household purchases of frozen concentrate for lemonade in August were about four-fifths larger than a year earlier. Prices reported paid averaged almost 2 cents lower a 6-ounce can than in August a year ago.

Householders bought slightly larger quantities of fresh lemons in August 1955 and reported paying about 1 cent a dozen less than during August 1954. Purchases of canned single-strength lemon juice and shelf-pack concentrate for lemonade were almost unchanged from a year earlier. Lower prices than a year earlier were reported paid for lemon juice, while prices paid for shelf-pack concentrate for lemonade were almost unchanged from August 1954.

A sharp increase in purchases of canned pineapple juice during August compared with a year earlier was reported by household consumers. Increased purchases varying from slight to moderate were reported for other canned single-strength juices with the exceptions of grapefruit and tomato juice. Lower prices than a year earlier were reported paid for each canned single-strength juice except tomato, for which a slightly higher price was reported.

FROZEN JUICES AND ADES

Household purchases of frozen concentrated orange juice in August were almost unchanged from July, but were about one-tenth larger than in August a year earlier. Householders continued to report paying higher prices than in the preceding month. Prices paid in August averaged 16.3 cents a 6-ounce can compared with 14.0 cents in February 1955. Despite this increase, prices paid were slightly lower than in August 1954 (fig. 4).

Purchases per buying family averaged 7 of the 6-ounce cans during August--about the same as a year ago. The gain in total purchases compared with a year earlier appeared to have resulted from buying by a larger proportion of families (table 2).

Frozen concentrated grape juice purchased by householders amounted to about 450,000 gallons during August, a moderate decline from the preceding month, however, nearly two-fifths more than in August last year. Prices paid by consumers for frozen grape juice averaged 19.6 cents a 6-ounce can, slightly lower than the previous record low price reported paid in July and about 2 cents lower than in August 1954 (table 2).

Frozen concentrate for lemonade purchased by householders during August totaled almost 2.2 million gallons, about 300,000 gallons below the volume reported in July, but a much larger volume than reported in August last year. Prices paid by consumers averaged 13.9 cents per 6-ounce can, almost unchanged from July but nearly 2 cents a can lower than a year earlier (fig. 5). About 18 percent of all families purchased frozen lemonade concentrate during the month compared with 13 percent in August 1954 (table 2).

Householders also reported buying about 88,000 gallons of shelf-pack concentrate for lemonade and about 20,000 cases of canned single-strength lemonade. Prices paid for shelf-pack lemonade were higher than a year earlier. Prices were not available for the single-strength ade (table 2).

Purchases of frozen concentrate for orangeade in August were a fifth larger than in August a year earlier. Prices paid by consumers were lower.

Householders also reported buying 175,000 gallons of shelf-pack concentrate for orangeade during August, somewhat less than a year earlier. Prices reported paid were somewhat higher (table 2).

Canned single-strength orangeade purchased by householders in August was equivalent to about a half million cases (equivalent No. 2 cans). This was somewhat less than the volume reported in July but moderately higher than purchases in August 1954. Prices paid were lower than in August a year ago but up slightly from July 1955 (table 1).

CANNED JUICES

Household purchases of canned single-strength juices in August 1955 were slightly larger than in August 1953 and August 1954. Only purchases of tomato and grapefruit juices dropped below the levels reported for August last year. Compared with a year earlier, lower prices prevailed for each of the single-strength juices carried in this series, except for tomato juice, for which slightly higher prices were reported paid by householders (table 1).

Consumers bought about a tenth more canned single-strength orange juice in August 1955 than in August a year ago. The million cases purchased by householders in August 1954, however, represented a record low since this series began in October 1949. Prices reported paid for a 46-ounce can of orange juice averaged about 2 cents below August 1954 (fig. 6). The proportion of U. S. families buying canned orange juice increased and the average quantity purchased by buying families was larger when compared with a year earlier (table 1).

Household purchases of canned single-strength grapefruit juice in August were somewhat smaller than in this month last year. Fewer families buying and a drop in frequency of purchase were the main reasons for the decline in purchases. Prices paid were almost unchanged from August a year ago.

Consumer buying of orange-grapefruit blended juice in August was lower than in July, but was about a fifth over August last year (fig. 6). More families bought orange-grapefruit blended juice in August than a year earlier, and the average volume purchased per buying family also was higher. Prices paid by consumers for this juice were about a cent a 46-ounce can lower than in August a year earlier (table 1).

Volume of householders' purchases of canned and bottled lemon juice in August increased slightly from a year ago. Prices paid were lower. A smaller proportion of families bought lemon juice than a year earlier. Purchases during the month, however, averaged almost 4 of the 5-1/2-ounce cans per buying family, about two-thirds of a can more than a year ago.

Consumers bought about two-fifths more canned pineapple juice in August than in that month last year. This was the first month since November 1951, in which household purchases of pineapple juice exceeded purchases of canned tomato juice. Not only did a larger proportion of families buy pineapple juice but those purchasing took larger quantities than in August 1954. Prices reported paid for this product have followed a downward trend since November 1954 and the average price paid in August--26.8 cents a 46-ounce can--was the lowest since the series began in 1949.

Householders bought less tomato juice during August than a year earlier. Prices reported paid were more than a cent higher a 46-ounce can. A lower proportion of families bought tomato juice and purchases averaged lower per buying family compared with August 1954.

Purchases of prune juice by householders in August were slightly above a year earlier. Prices paid were somewhat lower. There was no change from a year ago in the proportion of families buying prune juice, but the average volume purchased by buying families was slightly larger.

FRESH CITRUS FRUIT

Householders purchased about one-third more fresh oranges in August 1955 than a year earlier. This sizable increase was primarily the result of larger purchases of California-Arizona oranges. Due to the limited supply available during the off-season, purchases of Florida oranges, although well above the level of a year ago, did not greatly affect total purchases.

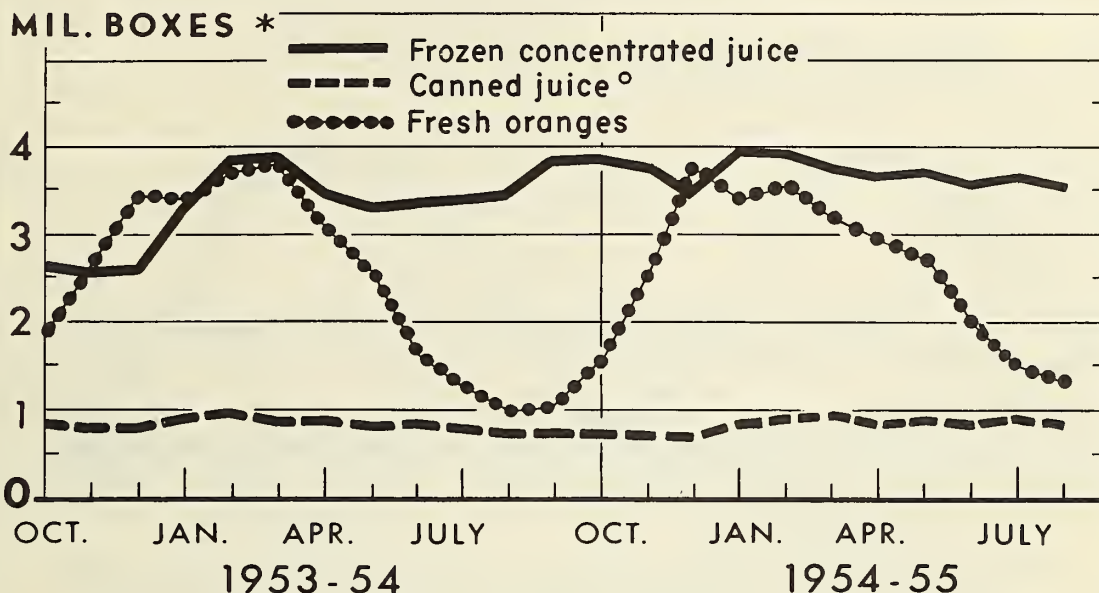
About one-fourth of the Nation's families reported purchases of fresh oranges during August 1955, with about one-fifth of all families buying California-Arizona oranges. In each instance this was a larger proportion of families buying than a year earlier. Families reporting purchases of fresh oranges bought an average of slightly over 2 dozen during August, one-fourth dozen more than the average quantity purchased per buying family during August 1954 (table 3).

Prices reported paid by householders for fresh oranges during July averaged about 9 cents a dozen lower than a year earlier.

Household purchases of fresh grapefruit continued to decline seasonally during August but were slightly larger than purchases in August last year. Prices paid were up slightly from July but were slightly lower than prices paid by household consumers in August 1954.

Fresh lemon purchases reported by householders during August 1955 were about one-tenth larger than a year earlier. This increase was the result of a slight rise in the proportion of all families purchasing lemons as well as an increase in quantities purchased per buying family. Prices paid were about a cent a dozen lower than in August 1954.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

°INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (9) AGRICULTURAL MARKETING SERVICE

Figure 1

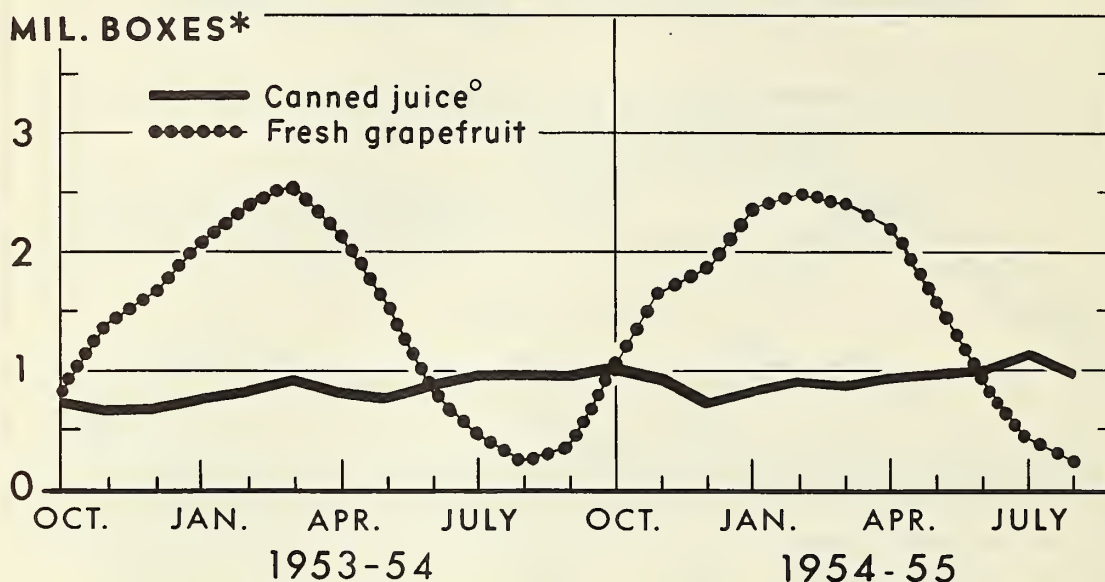
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,850	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,591	711	773	7,961	6,823
October-December 2/	8,612	8,552	11,917	8,307	2,299	2,555	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February	3,555	3,702	3,972	3,843	897	955	8,424	8,500
March	3,181	3,808	3,775	3,885	912	828	7,868	8,521
October-March 2/	19,543	20,371	24,599	20,486	5,177	5,491	49,319	46,348
April	2,965	3,096	3,685	3,459	841	862	7,491	7,417
May	2,709	2,585	3,700	3,285	872	794	7,281	6,664
June	2,001	1,632	3,568	3,336	822	821	6,391	5,789
October-June 2/	27,758	28,215	36,420	31,396	7,937	8,220	72,115	67,831
July	1,522	1,293	3,648	3,399	922	795	6,092	5,437
August	1,331	998	3,554	3,462	836	721	5,721	5,181
September		1,011		3,843		730		5,584
Season 2/		31,759		42,995		10,674		85,428

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (9) AGRICULTURAL MARKETING SERVICE

Figure 2

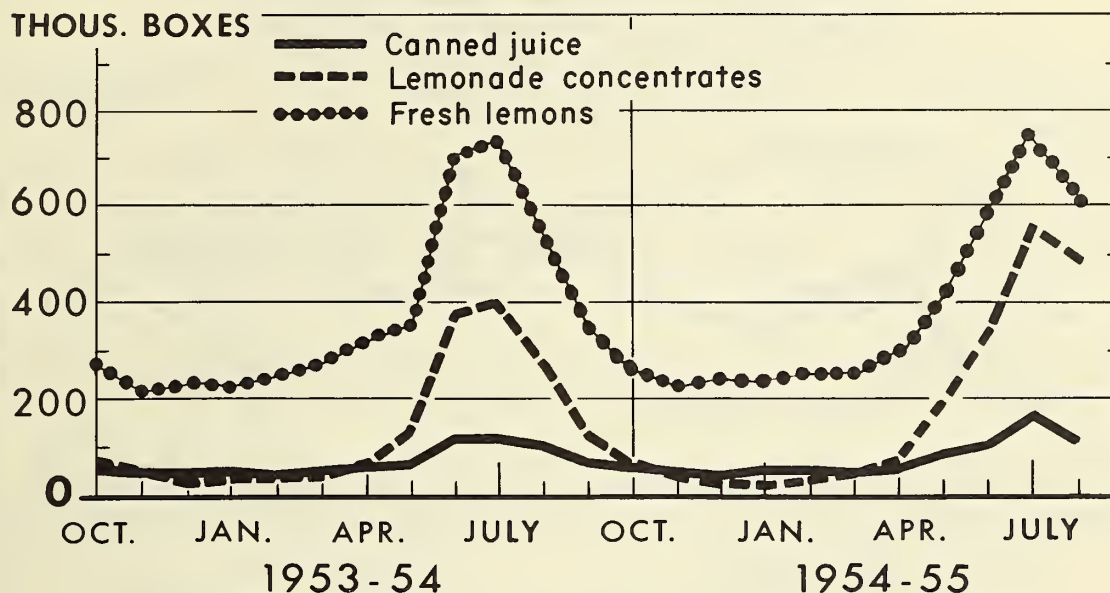
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice <u>1/</u>		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,688	725	676	2,620	2,364
October-December <u>2/</u>	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,837
February	2,498	2,382	907	802	3,405	3,184
March	2,387	2,579	887	915	3,274	3,494
October-March <u>2/</u>	12,995	12,027	5,734	4,871	18,729	16,898
April	2,162	2,122	924	811	3,086	2,933
May	1,552	1,561	978	767	2,530	2,328
June	948	826	970	842	1,918	1,668
October-June <u>2/</u>	17,950	16,858	8,857	7,431	26,807	24,289
July	434	442	1,112	989	1,546	1,431
August	244	237	950	986	1,194	1,223
September		348		977		1,325
Season <u>2/</u>		17,933		10,634		28,567

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (9) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December 3/	785	774	161	153	120	135	132	141	1,078	1,068
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	363
October-March 3/	1,583	1,591	318	308	224	231	241	248	2,142	2,147
April	307	321	54	60	68	55	72	61	433	442
May	407	352	84	67	107	124	197	135	688	554
June	587	706	96	119	327	346	342	378	1,025	1,203
October-June 3/	2,997	3,076	572	577	865	828	913	897	4,482	4,552
July	754	738	160	120	526	373	554	399	1,468	1,257
August	610	545	108	102	461	247	480	266	1,198	913
September		352		61		111		121		534
Season 3/		4,843		881		1,622		1,749		7,473

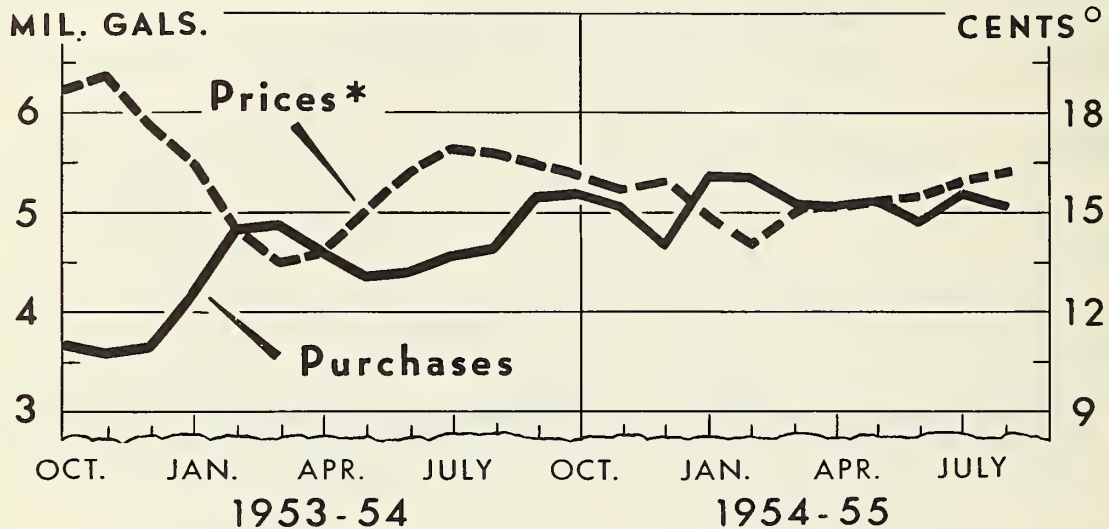
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER-6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (9) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

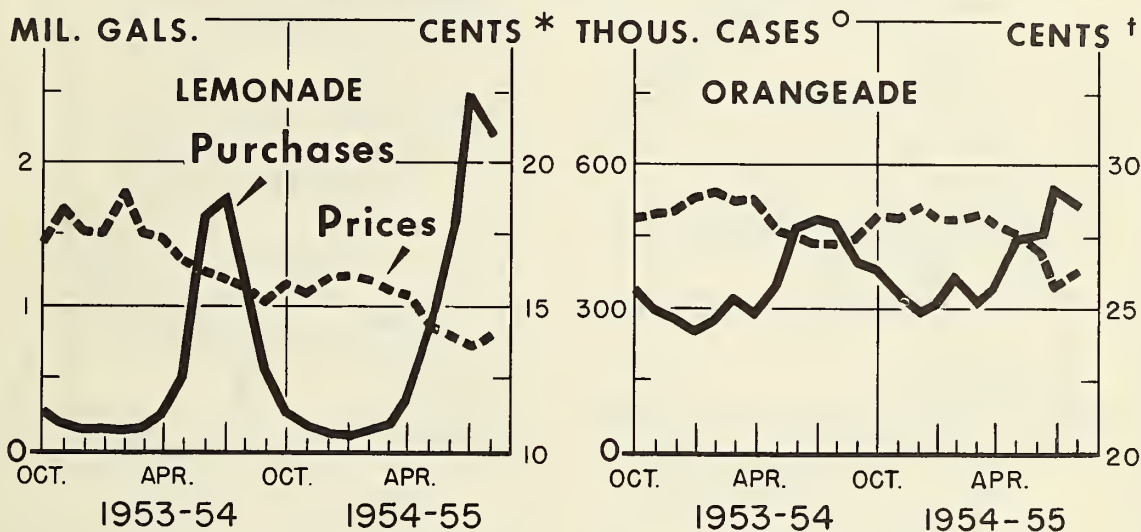
Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/	15,974	11,718		
January	5,377	4,189	14.9	16.5
February	5,360	4,840	14.0	14.6
March	5,094	4,893	2/14.8	13.4
October-March 1/	33,089	26,981		
April	5,090	4,570	15.2	13.8
May	5,111	4,339	15.3	15.1
June	4,928	4,407	15.5	16.2
October-June 1/	49,417	41,393		
July	5,182	4,556	15.9	16.9
August	5,048	4,641	16.3	16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (9) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

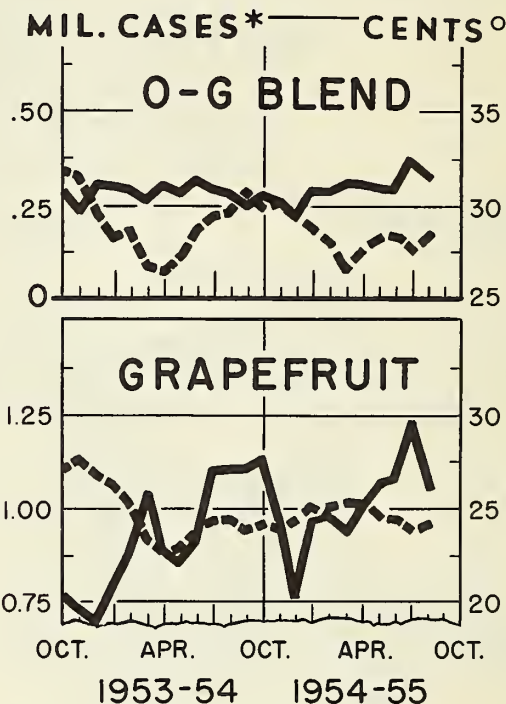
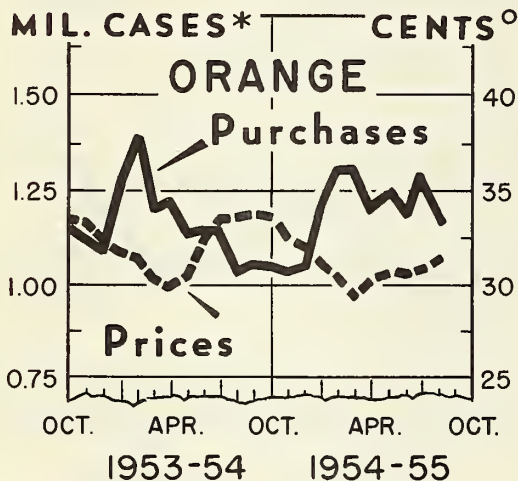
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	per 6 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	538	529			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/	1,061	956			2,136	1,922		
April	321	230	15.3	17.3	348	285	27.9	28.8
May	887	514	14.3	16.5	436	350	27.5	27.7
June	1,551	1,638	14.0	16.2	458	464	26.9	27.4
October-June 2/	4,099	3,540			3,492	3,150		
July	2,493	1,769	13.6	15.9	551	483	25.9	27.2
August	2,184	1,172	13.9	15.7	512	478	26.3	27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278 - 55 (9) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,285	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283	294	28.1	28.5
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322	262	26.5	26.8
October-March 2/	7,591	7,832			6,157	5,306			1,795	1,352		
April	1,190	1,225	30.2	29.8	1,006	884	25.2	22.5	312	310	27.7	26.3
May	1,241	1,133	30.6	30.3	1,077	845	24.6	22.9	307	274	28.3	27.2
June	1,176	1,149	30.5	32.2	1,080	913	24.4	23.3	280	329	28.1	28.5
October-June 2/	11,515	11,667			9,593	8,119			2,779	2,825		
July	1,287	1,146	30.8	33.5	1,235	1,103	23.9	24.2	377	284	27.6	29.6
August	1,170	1,032	31.4	33.5	1,049	1,105	24.1	24.3	334	274	28.5	29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

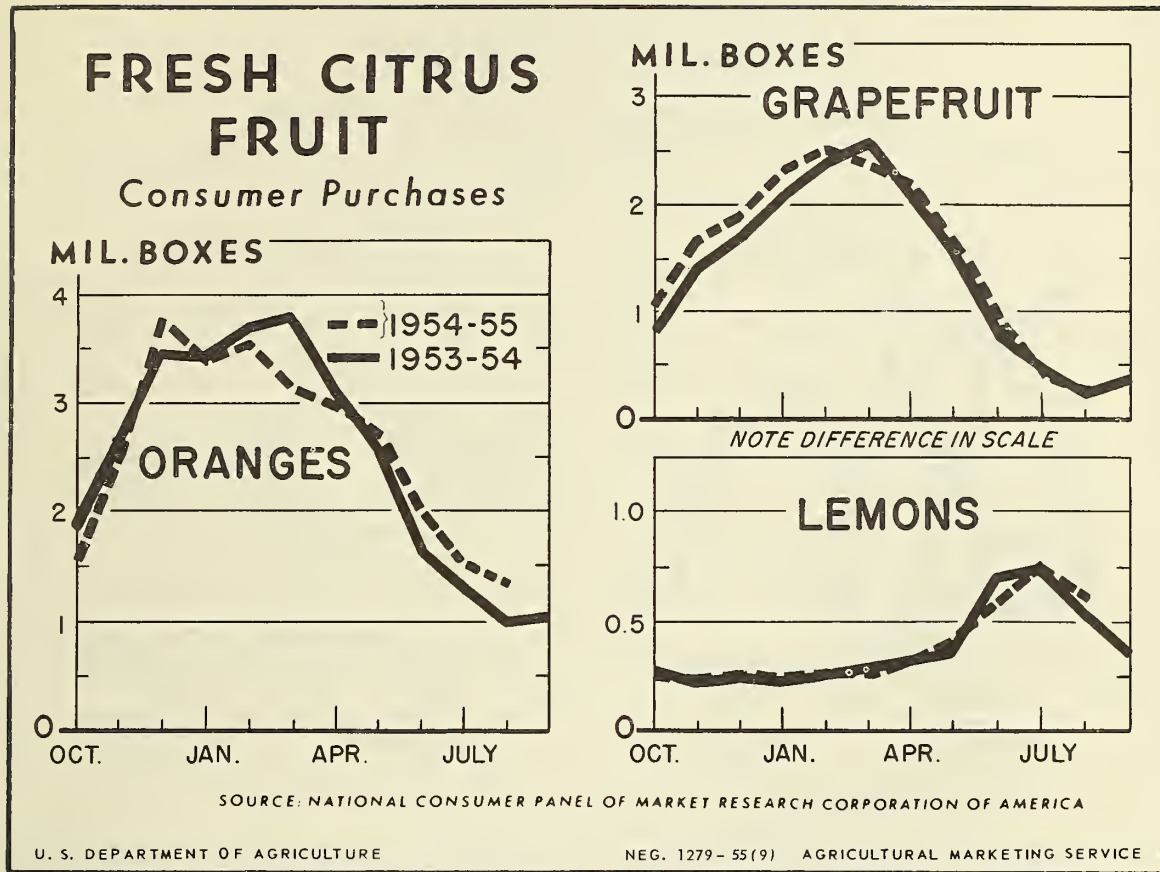


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
February	3,555	3,702	37.3	38.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March	3,181	3,808	39.8	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8
October-March 1/	19,543	20,371			12,995	12,027			1,583	1,591		
April	2,965	3,096	42.2	41.2	2,162	2,122	82.9	77.9	307	321	41.3	43.8
May	2,709	2,585	42.8	44.2	1,552	1,561	93.3	83.0	407	352	41.9	43.7
June	2,001	1,632	43.5	47.6	948	826	101.5	90.0	587	706	40.4	44.1
October-June 1/	27,758	28,215			17,950	16,858			2,997	3,078		
July	1,522	1,293	43.9	50.1	434	442	106.6	97.9	754	738	41.8	42.7
August	1,331	993	44.9	54.1	244	237	108.8	110.4	545	545	41.6	42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

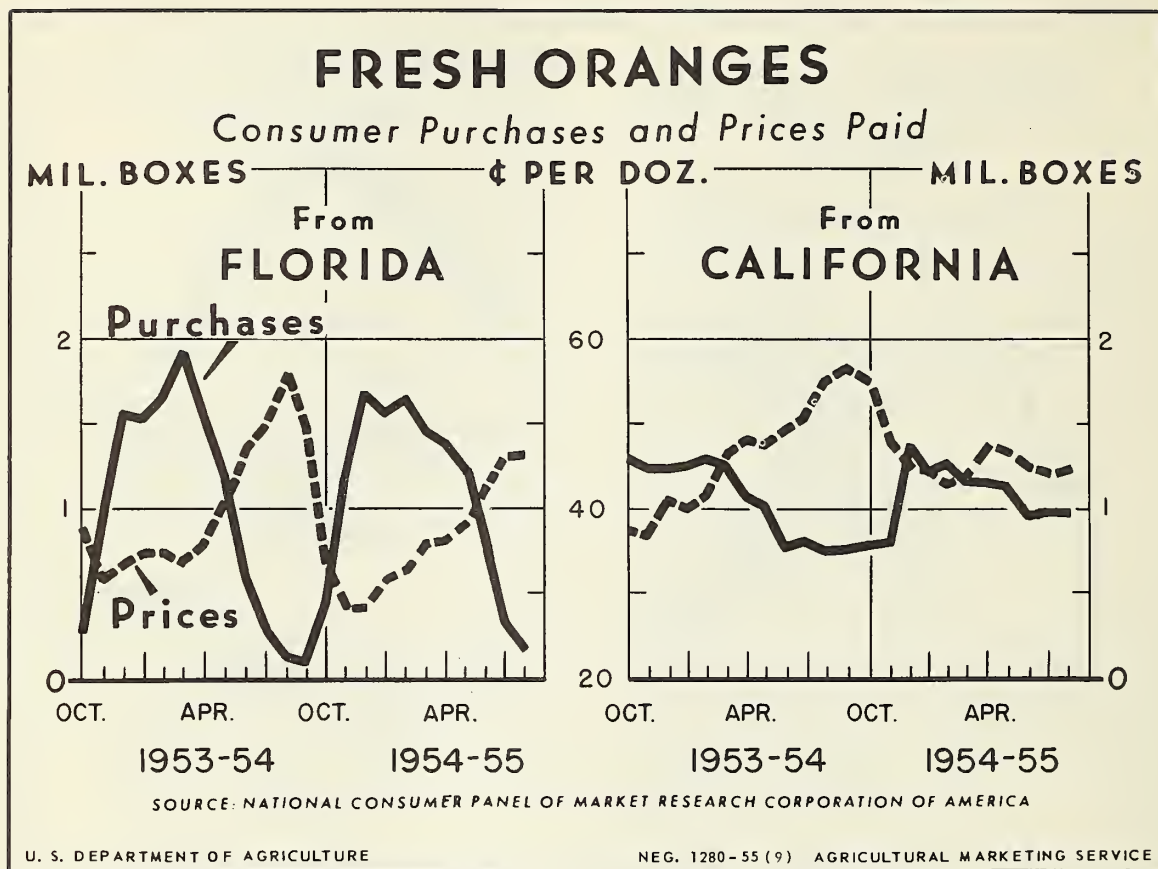


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/	8,704	8,679			7,206	8,128		
April	1,380	1,537	36.7	35.6	1,125	1,061	47.8	48.6
May	1,204	1,166	38.3	41.1	1,116	1,010	46.4	47.1
June	746	600	42.6	47.0	963	763	44.7	49.2
October-June 1/	12,265	12,220			10,636	11,167		
July	321	291	45.3	49.7	995	806	44.0	50.9
August	182	112	46.1	55.8	986	740	44.8	54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, August 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.8	10.2	1,170	1,032	1.7	1.7	57.1	54.0	46	31.4	33.5
Grapefruit	9.3	9.8	1,049	1,105	1.5	1.6	65.8	65.1	46	24.1	24.3
Orange & gpft. blend	3.7	3.5	334	274	1.4	1.4	58.0	49.8	46	28.5	29.5
Lemon	4.1	4.5	96	93	1.3	1.3	16.8	14.3	5-1/2	12.7	13.6
Grape	5.4	4.4	227	188	1.3	1.3	28.0	30.3	24	34.0	35.0
Pineapple	14.2	11.9	1,447	1,019	1.5	1.6	58.8	50.3	46	26.8	31.2
Prune	6.7	6.7	493	472	1.8	1.8	37.4	35.1	32	32.8	33.6
Tomato	15.2	18.1	1,428	1,639	1.5	1.6	54.1	53.2	46	26.5	25.2
Total 2/	46.6	47.4	6,986	6,492	2.6	2.6	51.1	48.1			
Canned ades											
Orangeade	4.5	4.2	512	478	1.5	1.7	66.7	64.1	46	26.3	27.2
Lemonade	1.0	3/	20	3/	1.3	3/	14.4	3/	46	4/	3/

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Too few purchases reported for analysis.

4/ Not available.

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Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, August 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	31.2	30.6	5,048	4,641	2.3	2.4	18.8	17.5	6	16.3	16.8
Grape	6.3	5.1	455	320	1.5	1.5	13.1	11.3	6	19.6	21.3
Other concentrates	1/	1/	278	282	1/	1/	13.9	13.9	6	15.2	16.6
Total	34.1	32.8	5,781	5,243	2.5	2.6	17.9	16.7			
Concentrated ades											
Frozen											
Orangeade	1.2	1.1	94	77	1.3	1.3	15.7	14.6	6	14.1	14.9
Lemonade	17.7	12.8	2,184	1,172	1.8	1.6	18.4	16.1	6	13.9	15.7
Shelf pack											
Orangeade	1.8	2.3	175	211	1.6	1.6	16.4	17.0	6	17.3	16.7
Lemonade	1.3	1.3	88	89	1.4	1.3	13.1	14.2	6	15.6	15.4

1/ Information not available.

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Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price, August 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	19.4	16.6	986	740	1.9	2.0	12.6	10.9	44.8	54.9
Florida	3.7	2.5	182	112	1.6	1.7	11.6	10.8	46.1	55.8
Unidentified	4.9	4.6	155	131	1.4	1.4	10.9	10.4	44.9	50.3
Total 1/	25.3	21.4	1,331	998	2.0	2.0	12.3	10.8	44.9	54.1
Grapefruit										
California-Arizona	2.4	3.4	74	117	1.5	1.5	3.9	3.9	108.6	106.2
Florida	1.5	1.4	89	55	1.9	1.6	4.2	3.9	112.1	118.2
Unidentified	2.5	2.2	76	64	1.4	1.4	3.8	3.5	105.0	113.9
Total 1/	5.6	6.2	244	237	1.8	1.7	3.9	3.8	108.8	110.4
Lemons	31.2	30.7	610	545	1.8	1.8	7.9	7.4	41.6	42.5
Total 2/	45.5	44.4	2,186	1,780	2.6	2.5	9.4	8.4	45.4	50.4

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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